

We claim:

1. A transgenic seed for growing a transgenic plant having in its genome recombinant DNA which expresses a transcription factor comprising the consensus amino acid sequence of SEQ ID NO:11 and protein which confers at least one of an herbicide resistance trait or a pest resistance trait.
2. Transgenic seed of claim 1 wherein said transcription factor comprises at least 50 contiguous amino acids of SEQ ID NO:1, SEQ ID NO:2 or SEQ ID NO:3.
3. Transgenic seed of claim 1 wherein said transcription factor has amino acid sequences which are at least 50% identical to SEQ ID NO:4, SEQ ID NO:5, SEQ ID NO:6 or SEQ ID NO:12.
4. A transgenic seed for growing a transgenic plant having in its genome recombinant DNA which expresses a transcription factor wherein said recombinant DNA has a sequence which is substantially the same as SEQ ID NO:5 or SEQ ID NO:6.
5. Transgenic seed of claim wherein said plant is a crop selected from the group consisting of a variety of maize, soybean, cotton, rice, wheat, canola and turfgrass.
6. A plant grown from a seed of claim 1.
7. A method for improving the yield of a crop plant variety as compared to said crop variety lacking recombinant DNA expressing a G1073 transcription factor when said crop varieties are grown in a water deficient environment, said method comprising inserting into the genome of said variety recombinant DNA which expresses a transcription factor having consensus amino acid sequence of SEQ ID NO:11.
8. A method of improving a hybrid crop plant by crossing a first crop with a second crop wherein pollen from said first crop contains recombinant DNA which expresses a transcription factor comprising the consensus amino acid sequence of SEQ ID NO:11
9. A method of claim 8 wherein one of said crops comprises recombinant DNA which expresses a protein that confers at least one of an herbicide resistance trait or a pest resistance trait.
10. A hybrid corn seed which is the progeny of

- (a) a transgenic female ancestor corn plant having in its genome a recombinant DNA which expresses a transcription factor comprising the consensus amino acid sequence of SEQ ID NO:11;
 - (b) a transgenic male ancestor corn plant having in its genome a recombinant DNA which confers at least one of an herbicide resistance trait or a pest resistance trait.
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11. A hybrid corn seed of claim 10 wherein said transgenic female ancestor corn plant further has in its genome recombinant DNA which confers herbicide resistance.
12. A hybrid corn seed of claim 11 wherein said transgenic male ancestor corn plant has in its genome recombinant DNA which confers both herbicide resistance and insect resistance.
- 10 13. A hybrid corn seed of claim 11 having resistance to at least one herbicide selected from the group consisting of a glyphosate herbicide, a phosphinothricin herbicide, an oxynil herbicide, an imidazolinone herbicide, a dinitroaniline herbicide, a pyridine herbicide, a sulfonylurea herbicide, a bialaphos herbicide, a sulfonamide herbicide and a gluphosinate herbicide..